

Attorney's Docket No.:06618-120002

Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1-2. (Cancelled)

3. (Currently amended) ~~A method as in claim 1;~~ A method of scheduling and paying for advertising comprising:

booking a advertising segment with an advertising agency, said booking comprising determining time, network, pricing and commission parameters for said advertising segment;

Establishing an account with a clearinghouse, said clearinghouse determining if the advertising segment actually aired at the specified time by automatically detecting a code on the advertising segment and verifying security of said code; and

said clearinghouse automatically authorizing payment if said advertising segment played at the specified time and automatically authorizing an error resolution procedure if the advertising segment played at other than the specified time,

wherein ~~said~~ said security e comprises information on the advertising segment correlated with content of the advertising segment.

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4. (Currently Amended) ~~A method as in claim 3,~~ A method of scheduling and paying for advertising comprising:

booking a advertising segment with an advertising agency,  
said booking comprising determining time, network, pricing and  
commission parameters for said advertising segment;

Establishing an account with a clearinghouse, said  
clearinghouse determining if the advertising segment actually  
aired at the specified time by automatically detecting a code on  
the advertising segment and verifying security of said code, and  
said clearinghouse automatically authorizing payment if  
said advertising segment played at the specified time and  
automatically authorizing an error resolution procedure if the  
advertising segment played at other than the specified time

wherein said security comprises information on the  
advertising segment correlated with content of the advertising  
segment, and

wherein said information correlated with the advertisement  
comprises information indicative of an average brightness of at  
least part of the advertisement advertising segment.